



QUESTIONNAIRE

Great West Corridor Plan consultation

We would like your views on the issues consultation paper for the Great West Corridor Plan, a partial review of the Local Plan. This plan will provide a vision of the area along the A4 known as the 'Golden Mile' over the next 15 years and provide for more employment and housing. At this stage we want you to have your say to help us decide what is most important in the Great West Corridor and to help us come up with solutions for the issues identified.

This consultation includes a **call for sites**. Please nominate any sites you think would be suitable for development. These may be for housing, employment, leisure or other uses.

Consultation is open until **Monday 22 February 2016**. Please ensure we receive your comments by **5pm** on this day.

Comments should be returned by email: LDF@hounslow.gov.uk

Or post: Local Plan consultation
Planning Policy
Civic Centre, Lampton Road
Hounslow
TW3 4DN

The issues document and further information can be found on our website:
www.hounslow.gov.uk/.

This consultation is being carried out in line with regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. All responses to this consultation will be considered in the drafting of the next stages of the plan.

Contact details¹

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Please tick if you would like to be:

- kept informed on the progress of this plan? YES

¹ Please note comments will be published. All personal details (except your name and organisation) will be removed.

- added to the council's planning consultation database? YES

Questions

We have identified eleven issues which we believe are important in the Great West Corridor. Each is listed below with questions to help you respond to the plan.

Issue 1: The study area and the extent of the Great West Corridor

1. Are there any other areas which you feel should be added to or removed from the plan area shown? If so, please provide a plan showing the area.
 - Good that the areas of Metropolitan Open Land are acknowledged but these must be backed with stringent policy with no deviation to satisfy development ambitions otherwise.
 - Special reference should be made for the maintenance, protection and additional enhancement of these spaces' biodiversity and wildlife.
 - Remove the Chiswick Business Park from the plan. Development there has already reached maximum in relation to the scale of adjoining areas. It stands alone as an area of considerable architectural merit that would be harmed by further densification.
2. Do you agree with the areas of transformation and consolidation?
 - The Great West Road's Golden Mile starts to the east of Syon Lane and any development west (Site 26) should acknowledge and respect the height and scale of the established residential developments as should any facing and abutting homes on Syon Lane itself.
 - There should be some means of consolidating the Blue Sky and Gillette Corner sites to avoid a future Sky campus overwhelming the listed Gillette Building and surrounding sites.
 - Brentford Town Centre does not need further consolidation, its traditional and historic layout should be respected and when development is proposed it should be on a human scale with building heights limited to no more than five stories.

Issue 2: Strategic Vision and key diagram for the Great West Corridor

3. What do you like and dislike about the area?

Likes

- The presence and proximity of the area's green spaces which should not only be protected but also enhanced.
- The remnants of the area's rich industrial heritage which should be recognised, protected and celebrated
- The outstanding buildings
- The area's vibrant commercial activity and the potential of Brentford Town Centre to support a sustained shopping and leisure offer for residents, workers and visitors.

Dislikes

- The unaddressed pollution from road traffic.
 - Noise from traffic and occupancy of buildings in close proximity to residential spaces.
 - The way major roads and intersections separate different areas into islands.
 - The piecemeal and opportunistic erosion of amenity and green areas.
 - The lack of social infrastructure and current “jam tomorrow” aspects of piecemeal development.
4. Are there additional priorities, the Council should be focussing on in the scope and content of the vision for the Great West Corridor?
- All infrastructure should come before developments and consequent increases in new residents and workers.
 - Schools, medical and social facilities should be built in tandem with any new developments.
 - Transport links and access should be planned and provided before new developments.
 - Through traffic should be tunnelled to allow surface links between commercial and residential zones; the Courts of Justice area in Barcelona is an example.

Issue 3: Achieving economic and employment growth

5. Do you think the digital and media sector should be prioritised in the Great West Corridor? If so, what can the Council do to support and encourage growth and spin off benefits?
- No more than it is now. Digital and media industry is a highly volatile employment sector and potentially subject to ‘instant’ change when compared with other employment types, the BBC at White City is a good example.
 - There is a need to establish mix of activity to grow to replace media sector should it relocate to other parts of the world such as the Far East.
 - Current and any future operators should be required to recruit locally as well as share their space and facilities with the borough’s residential community.
6. Do you think other industrial uses, such as those along Transport Avenue, should remain a part of the employment mix in the corridor?
- Definitely and existing policies strengthened to deter closure of businesses in favour of residential uses.
 - Other uses should remain part of the employment mix mainly because they provide, facilitate and support valuable local services and local jobs for people not able or wanting to work in digital or media.
 - Space for heavy and light engineering and transport and warehouse jobs and activities should be maintained and supported.
7. If you work in the Great West Corridor, in what location do you work? What do you like or dislike about working in the area?

Issue 4: Creating new strategic transport connections and improving ease of movement around the area

8. What should be the priorities for improving access to and from the area?
- All these proposals would be welcomed but the details and designs should be on a human scale and surrounding environment protected and enhanced.
 - Improvements to public transport to commercial, industrial and residential areas should be a priority.
 - Walking routes to and from existing public transport stops and termini improved to make safe and handle commuters.
 - All pedestrian and cycle access throughout the area needs improvement; the latter long discussed and the most overdue.
 - Skyline and Golden Link should also be designed to improve north south connectivity with other parts of London.
 - Skyline should be designed to connect to the Hounslow Loop thereby linking the centres of Southall, Hounslow and Brentford as an alternative to private car use.
 - Improvements should be made to improve north south and east west bus routes and services.
9. Which of the listed projects (or other ideas you have) should be the priority?
- All. Public transport access improvements to this area are long overdue and these ambitions apart from the more direct pedestrian connection from Boston Manor Station have been on the table since the 1990s. The main problem is Network Rail and the fractured responsibilities and management of the whole country's public transport infrastructure.
 - The design of the Boston Boardwalk (an alternative name should be used, we're Middlesex not Atlantic City) should protect and enhance the environment between destinations, be safe and open at all times.
 - All day, 24/7/365, public access through large development sites should be the norm to avoid non employee lengthy pedestrian diversions.
10. What do you think are the main barriers to movement within the area?
- The Great West Road and north south links locally to Brentford and Isleworth and further to Southall, Ealing, Greenford, Harrow, Richmond and Kingston.
 - Access through large private developments.
 - Aspects cited in 4, above.

Issue 5: Achieving additional housing growth

11. Should we look at the Great West Corridor as a location that could further help meet the borough's housing supply?

- Only as a last resort and not an excuse for banked and undeveloped brownfield sites which would otherwise be perfect employment locations enhanced by improved public transport access.
- Aspects cited in 4, above.

12. What sort of housing would you like to see here?

- Should this location be the last resort, housing should be compatible with existing forms in the western end, low rise and humane associated with small business development.
- Key worker and housing for rent with encouragement to major employers to provide housing specifically for their own workforce on a tenanted basis.

13. How can we better plan for housing and employment space to coexist?

- Housing and employment space can only coexist in close proximity if residents have access to doctors, schools, libraries, leisure facilities, green space, shops developed at the same time.
- Any housing development should encourage and be designed to enable straightforward and easy access to Brentford Town Centre as well as enhanced public transport connections.
- Any new housing should accompany better managed traffic to create more open space and pedestrian routes, cited in 4 above.

Issue 6: Environmental quality and Enhancing open space

14. What do you consider to be the main environmental issues in the corridor?

- Besides inadequate and lack of transport infrastructure, noise and air pollution from air and road traffic.
- The creep and ambition to develop Metropolitan Open Land.

15. Do you think development in the Great West Corridor would benefit from further policies and guidance to address environmental issues, beyond those already in the Local Plan?

- Development in the corridor would benefit from stringent policies and guidance particularly to preserve and increase green space to allow absorption of both noise and air pollution. Existing policies do not appear to be achieving this.
- Policy to improve traffic management.

16. What would the priorities for enhancing open space be if resources were available?

- Not a question of if, resources should be made available through condition for any development.
- The priorities should be first, to protect it and second to actively involve residents, businesses, land owners and operators in the management,

preservation and sustainable enhancement of open space amenity and environmental value.

- Resources for advice, guidance, monitoring and enforcement should be sought, enhanced and sustained for these purposes.
- There should be provision of green linkages to connect new and existing developments with Brentford Town Centre, heritage assets north and south including Osterley Park, Brentford and Isleworth riversides, Brentford Dock, the Three Bridges, Hanwell Locks, Golden Mile Art Deco buildings.
- Pedestrian, cycle and electric vehicles only routes should be developed to access these valued resources.

Issue 7: Promoting high quality design and conserving heritage

17. How can we respect the historic context of the Great West Road whilst providing the potential for growth?

- The reuse of buildings should be considered as the first option then sympathetic redevelopment only where this is unavoidable.
- Tall buildings should be clustered in zones that do not harm the historic context and ensure architectural quality that enhances the new zones in the manner that the Art Deco factories did in their day
- All new developments should arise out of architectural competitions overseen by suitably qualified and respected design champions.
- The height of buildings within zoned clusters should not exceed that of the GSK world headquarters.
- The height of buildings in Brentford Town Centre should not exceed five stories.

18. What are the most significant aspects of the surrounding heritage assets and how best can these be conserved?

- The Gillette Building and associated former National Provincial Bank, other Art Deco sites on the Golden Mile are the most significant aspects as is even, the more recent and special Homebase. All can best be preserved by ensuring reuse.
- Other assets that provide contrast with the Great West Corridor such as Osterley Park (not just the National Trust estate), Boston Manor Park and House, River Brent and canals, should be protected by green and pedestrianised buffer zones.

19. Have we identified the right constraints on sites for tall buildings (please see Design and conservation background paper with further questions)?

- Probably not, the recently issued Historic England Guidance should clarify and a humane approach for vistas, not only from the river but from residential neighbourhoods in Isleworth, Brentford, Chiswick, Gunnersbury and Acton should be respected and maintained.

- The quality of tall buildings and their relationship to spaces at ground level is equally important with the avoidance of a monoculture of offices and residential types.

Issue 8: Community infrastructure and local services

20. What will the corridor need to support the growth in employment and housing?

- To support growth in employment better access and more imaginative use of brownfield sites will be required.
- To support growth in housing new and human scaled schools, nurseries and children's play areas to provide contrast with the scale of this and other potential new development.
- For both, access to doctors, schools, libraries, leisure facilities, green space, shops developed at the same time as in 13 above.

21. How and where can new school places be provided?

- Not on Metropolitan Open Land which appears to be a too simple and convenient alternative.
- Brownfield sites should be the first resort even if this means foregoing commercial or housing development.
- By the council using funds allocated by developers specifically for that purpose and located between major development areas on land identified for housing. This will ensure that each development zone is bounded by other uses of a sustainable mix.

Issue 9: The need for an Interim Planning Framework for the Kew Gate area

22. Do you have any comments on the Interim Planning Framework, the design principles it contains or the evidence documents it is based upon?

23. What aspects of the Interim Planning Framework should we take forward into the Local Plan review?

- Kew Gate (again, an avoidance to Middle Saxon heritage) will provide a test for how robust Hounslow Council's policies are and our ability to implement them.
- The contents of the Interim Planning Framework are perhaps less important than the establishment of a suitably qualified, authorised and competent officer group able to oversee development from pre application to post implementation without caving in to developer ambitions at the expense of residents and neighbourhoods.

10: Making it happen

24. Do you think any of the Local Plan site allocations should be changed?

- Given the position of Site 26 outside the corridor it would be more appropriate to use it for housing that should comply with the character and context study for the area.

25. Do you think any further sites in the corridor should be allocated too?
For each site please provide reasons and if appropriate a map.

- There appears to be no reason why the area in Harlequin Avenue between Gillette and Sky should be incorporated in either. There should be room for alternative and independent good quality, mixed use developments rather than the potential of its becoming subsumed into either of the major schemes.

26. What planning 'tools' would help implement the Plan, in particular the 'game changing' transport proposals?

- All supporting infrastructure, particularly transport should come first in order to avoid crowding of currently inadequate public transport.
- The council should maintain its own planning responsibility and absolutely resist any attempts to hand this opportunity area to a separate and unrepresentative alternative planning authority or development corporation.

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27. Is there anything else that you would like to mention?

Thank you for taking the time to have your say.